

What is claimed is:

- 1 1. A bowling ball finger insert comprising:
 - 2 (a) a pliable plastic cylinder; and
 - 3 (b) a plurality of ridges formed on the outer surface of said cylinder
 - 4 and spaced apart from one another, the ridges defining the interface
 - 5 between a hole of a bowling ball and the insert.

- 1 2. The insert of claim 1 wherein said plurality of ridges comprise three
- 2 vertical ridges spaced apart from one another.

- 1 3. The insert of claim 2 wherein centerlines of a first and second of said
- 2 ridges are spaced apart from a centerline of a third of said ridges by at least 120 degrees
- 3 about the circumference of said cylinder.

- 1 4. The insert of claim 3 wherein a flat surface is formed on an inner surface
- 2 of said cylinder above said third ridge to receive the underside of a finger.